



WEWS

ORDER

Print Date 09/24/12 Page 1 of 4

Flight Dates 09/18/12-09/24/12

| | | | | |
|---------------------------------|---|---|-------------------------|--------------|
| | | | <u>Order Sep</u> | 00:20:00 |
| | | <u>Product</u> | <u>Estimate #</u> | 1781 |
| <u>Contract / Revision</u> | 311218 / | OFA Sked C Week 9.18-9.24.12 | <u>Alt Order #</u> | |
| <u>Original Date / Revision</u> | 09/14/12 09/21/12 | Agency Com 15% <u>Billing Contact</u> | <u>Billing Type</u> | Cash |
| <u>Advertiser</u> | Obama / Democrat / Preside | 1010 Wisconsin Avenue - Suite #80 Washington, DC 20007 | <u>Order Type</u> | GENERAL |
| | | | <u>Billing Cycle</u> | EOM/EOC |
| <u>Agency</u> | GMMB Inc | | <u>Billing Calendar</u> | BROADCAST |
| <u>Buying Contact</u> | | Sales Office EWSDC | <u>Demographic</u> | A35+ |
| | | Sales Region NAT | <u>Rev Codes</u> | POL POL CAND |
| | 1010 Wisconsin Avenue - Suite #80 Washington, DC 20007 | Agency Ref 2 | <u>Product Codes</u> | PL |
| | | | <u>Priority</u> | P-1 |
| | | | <u>Advertiser Ref</u> | |

Primary Account Executive

Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share 100% Market Value 59100

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 49 | \$50,235.00 | \$59,100.00 | 0.00 | 08/27/12 | 09/24/12 | 49 | \$50,235.00 | \$59,100.00 |
| Totals | 49 | \$50,235.00 | \$59,100.00 | 0.00 | | | | | |

Billing Plan

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Totals | | |
|-----|------|-------------------|-----------------|------------------------------|-------|-------------------|----------|-----|-------|-------------|-----|---------------|--------|--------|----------|
| | | | | | | | | | | | | | Spots | Amount | |
| N 1 | WEWS | 09/18/12 | 09/24/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | -TWTF-- | | 1 | \$350.00 | | | 0.00 | | | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | 0 | \$0.00 | | | 0.00 | | | | | |
| N 2 | WEWS | 09/18/12 | 09/24/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 2 | \$450.00 | P-2 | 0.00 | NM | 2 | \$900.00 |



Contract / Revision **311218** Flight Dates **09/18/12-09/24/12** Hiatus Dates

Original Date / Revision 09/14/12/ 09/21/12 Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.18-9.24** Estimate # **1781**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | <u>Totals</u> | | | |
|-------|----------|--------------------|-----------------|-------------------------------------|-------|-----------------------|----------|-----|-------|-----------------|-----|---------------|---------------|-------------|------------|-------------|
| | | | | | | | | | | | | | Type | Spots | Amount | |
| N 2 | WEWS | 09/18/12 | 09/24/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 2 | \$450.00 | P-2 | 0.00 | NM | 2 | \$900.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 2 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 3 | WEWS | 09/18/12 | 09/24/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 6 | \$500.00 | P-2 | 0.00 | NM | 6 | \$3,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 6 | \$500.00 | | | 0.00 | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 4 | WEWS | 09/18/12 | 09/24/12 | SA GMA 8-9a SA GMA 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 0 | \$0.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -----S- | | | 1 | \$500.00 | | | 0.00 | | | | | | |
| Spot | Ch | Date Range | Description | | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 1 | WEWS | 09/17/12-09/23/12 | SA GMA 8-9a | | | 8-9a | | | | -----Sa-- | | :30 | (\$500.00) | 0.00 | NM | |
| | | See MG 6,6,7,6,8 | | | | | | | | | | | | | | |
| | | [n/a] | | | | | | | | | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 5 | WEWS | 09/18/12 | 09/24/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 3 | \$450.00 | P-2 | 0.00 | NM | 3 | \$1,350.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 3 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 6 | WEWS | 09/18/12 | 09/24/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | MTWTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 6 | \$2,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 5 | \$150.00 | | | 0.00 | | | | | | |
| Spot | Ch | Date Range | Description | | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 1 | WEWS | 09/17/12-09/23/12 | M-F 10-11a | | | 10-11a | | | | -----TWThF---- | | :30 | (\$150.00) | 0.00 | NM | |
| | | See MG 6,6,7,6,8 | | | | | | | | | | | | | | |
| | | [na] | | | | | | | | | | | | | | |
| 3 | WEWS | 09/17/12-09/23/12 | M-F 10-11a | | | 10-11a | | | | -TWThF---- | | :30 | (\$150.00) | 0.00 | NM | |
| | | See MG 6,6,7,6,8 | | | | | | | | | | | | | | |
| | | [na] | | | | | | | | | | | | | | |
| 6 | WEWS | 09/20/12-09/21/12 | M-F 10-11a | | | 10-11a | | | | ---ThF---- | | :30 | \$450.00 | 0.00 | NM | |
| | | MG for 4,1,6,3,6,1 | | | | | | | | | | | | | | |
| 7 | WEWS | 09/20/12-09/21/12 | M-F 10-11a | | | 10-11a | | | | ---ThF---- | | :30 | \$450.00 | 0.00 | NM | |
| | | MG for 4,1,6,3,6,1 | | | | | | | | | | | | | | |
| 8 | WEWS | 09/22/12-09/22/12 | SA GMA 8-9a | | | 8-9a | | | | -----Sa-- | | :30 | \$650.00 | 0.00 | NM | |
| | | MG for 4,1,6,3,6,1 | | | | | | | | | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 7 | WEWS | 09/18/12 | 09/24/12 | M-F 11-12p M-F 11-12p | CM | 11a-12p | MTWTF-- | :30 | 3 | \$800.00 | P-2 | 0.00 | NM | 3 | \$2,400.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 3 | \$800.00 | | | 0.00 | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| N 8 | WEWS | 09/18/12 | 09/24/12 | M-F 12-1230pm News 12-1230p News | CM | 12-1p | MTWTF-- | :30 | 3 | \$700.00 | P-2 | 0.00 | NM | 3 | \$2,100.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 09/17/12 | 09/23/12 | -TWTF-- | | | 3 | \$700.00 | | | 0.00 | | | | | | |
| Week: | 09/24/12 | 09/30/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |



WFWS

Print Date: 09/24/12

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Contract / Revision **311218** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/14/12 / 09/21/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product OFA Sked C Week 9.18-9.24 Estimate # 1781



WEWS

Print Date: 09/24/12

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Contract / Revision 311218 Flight Dates 09/18/12-09/24/12 Hiatus DatesOriginal Date / Revision 09/14/12/ 09/21/12 Order Sep 00:20:00Advertiser Obama / Democrat / Presid Product OFA Sked C Week 9.18-9.24 Estimate # 1781

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | <u>Totals</u> | | |
|---------------|------|-------------------|-----------------|-----------------------|-------|-------------------|-------------|-----|-------|-------------|-----|---------------|------|---------------|--------------------|--|
| | | | | | | | | | | | | | | Spots | Amount | |
| N17 | WEWS | 09/18/12 | 09/24/12 | Friday Prime C | CM | 10-11p | -----F-- | :30 | 1 | \$6,000.00 | P-1 | 0.00 | NM | 1 | \$6,000.00 | |
| <hr/> | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | | |
| N18 | WEWS | 09/18/12 | 09/24/12 | Monday DWS | CM | 8-10p | M----- | :30 | 1 | \$14,000.00 | P-2 | 0.00 | NM | 1 | \$14,000.00 | |
| <hr/> | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | | |
| | | Week: 09/24/12 | 09/30/12 | M----- | | 1 | \$14,000.00 | | | | | | | | | |
| N19 | WEWS | 09/18/12 | 09/24/12 | M-SU 11-1135P Late Ne | CM | 11-1135p | MTWTF-S | :30 | 1 | \$2,200.00 | P-2 | 0.00 | NM | 1 | \$2,200.00 | |
| <hr/> | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -TWTF-S | | 1 | \$2,200.00 | | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | 0 | \$0.00 | | | | | | | | | |
| N20 | WEWS | 09/18/12 | 09/24/12 | Primetime Emmy Award | CM | 8-11p | -----S | :30 | 1 | \$12,000.00 | P-2 | 0.00 | NM | 1 | \$12,000.00 | |
| <hr/> | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----S | | 1 | \$12,000.00 | | | | | | | | | |
| | | Week: 09/24/12 | 09/30/12 | ----- | | 0 | \$0.00 | | | | | | | | | |
| Totals | | | | | | | | | | | | | | 49 | \$59,100.00 | |